



Daniel Halden <daniel.halden@lacity.org>

FW: 5600 Hollywood / UPDATE

1 message

Gubler, Leron <Leron@hollywoodchamber.net>
To: Dan Halden <daniel.halden@lacity.org>

Thu, Apr 9, 2015 at 9:23 AM

Dan,

Could you pass this on to the Councilman? This is a big loss for the community. A real shame when a small project that would have really made a difference for the neighborhood, cannot get built due to one person's opposition. This is one good example on why the City really needs to address the SNAP ordinance.

Another question for you ... I had heard that the Councilman is not going to fill the Planning Deputy position. Is that correct?

Thanks,
Leron

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From: Mark Vaghei [mailto:mvaghei@atelierv.com]
Sent: Wednesday, April 08, 2015 4:58 PM
To: Shahanian, Nicole; Jeff Zarrinam; Gubler, Leron; Li_Wen@gensler.com
Subject: 5600 Hollywood / UPDATE

Hi Nicole, Jeff, Wen and Leron

Hope all is well with you.

I just got back from a Trip to Milan and Paris and wanted to break the news to you personally that after much thought, my wife and I decided that we cannot carry the burden of holding on to the land on Hollywood Blvd and therefore we have now sold it to another party. We are happy that we are now free of the financial burden but also sad that our dream hotel project can no longer be a reality.

It is unfortunate, but this proved to us that at least in Hollywood, the small high density infill/transit oriented development has no real chance and a small group of individuals with threat of a law suit can derail an otherwise lovely and much needed addition to the urban fabric of the City! My wife and I always thought that our project would be welcomed by the community, and it was, but never imagined that an overwhelming majority can be taken hostage by a few individuals.

Although we had the full support of some of you in the Neighborhood Council and City Council, the Planning Department under threats of lawsuit completely backed away from supporting us at the eleventh hour and the planning commission followed in their footsteps in turning down the project, however apologetically!!! Every one of the commissioners spoke in favor of the project and was dumb founded as to why Planning had made a negative recommendation on such a "Fine" project. Well, I guess we could have appealed the decision to the City Council but decided that we just don't have the financial resources to deal with lawsuits and frankly cannot live with the stress. Hence our decision to sell.

This journey, although very costly, has been a very rewarding one. It made me grow on an individual level, and in the process we got to meet wonderful individuals such as yourselves who contributed immensely and whose friendship we will cherish forever.

I am certain that as an Architect/Developer, I will cross paths with many of you involved in Hollywood in the future and hope that we get your continued support on future potential projects. This property is now handed to another entity whose plans I am not exactly sure about. They may do a smaller hotel or choose to do residential/mixed use. In any case, if we are the architect, we will make sure to bring the same degree of integrity and quality to their project.

Again, Thanks for supporting us through our journey. I really appreciate all your efforts.

Best,

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There are seven sins in the world: wealth without work, pleasure without conscience, knowledge without character, commerce without morality, science without humanity, worship without sacrifice and politics without principle.

Mahatma Gandhi

